

Amendments to the Claims

Please cancel claims 7-13.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Claim 1. (Original) A method for providing a search result list, the method comprising:
receiving a search request from a searcher;
in a database of search listings, each search listing being associated with an advertiser and including at least one search term and a bid amount modifiably bid by the advertiser, identifying search listings having search terms generating a match with the search request;
selecting according to bid amount no more than a predetermined number of identified search listings for display to the searcher;
arranging the identified search listings for display in a random order as the search result list; and
communicating the search result list to the searcher.

Claim 2. (Original) The method of claim 1 further comprising:
changing the random order upon subsequent receipt of the search request.

Claim 3. (Original) The method of claim 2 further comprising:
changing the random order periodically

Claim 4. (Original) The method of claim 1 further comprising:
detecting a change in content of the identified search listings for display; and
in response, changing the random order.

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Claim 5. (Original) The method of claim 1 further comprising:
detecting an increased bid amount of a search listing among the identified
search listings for display; and
in response, changing the random order.

Claim 6. (Original) The method of claim 1 further comprising:
applying an algorithm to the probability of displaying a respective search
listing of the identified search listings in a particular location in the
search result list to reduce the randomness of the ordering of the
search result list.

Claims 7-13. (Cancelled)